

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Applicant

Thomas J. Perkowski

Serial No.

10/058,970

Filed

January 28, 2002

Title of Invention

WEB-BASED CONSUMER PRODUCT BRAND IMAGE

COMMUNICATION NETWORK WHICH ENABLES BRAND MANAGEMENT TEAM MEMBERS OF A CONSUMER

PRODUCT MANUFACTURER, TO DELIVER COMPOSITE

BRAND IMAGES TO CONSUMERS AT POINTS OF

PRESENCE ON THE WORLD WIDE WEB (WWW) USING REMOTELY PROGRAMMABLE MULTI-MODE VIRTUAL

KIOSKS (MMVKS)

Examiner

Mark Fadok

Group Art Unit

3665

Attorney Docket

100-058USANB0

Honorable Commissioner of Patents

and Trademarks Washington, DC 20231

## **RESPONSE TO OFFICE ACTION**

Sir:

In response to the Office Action mailed March 31, 2006 Applicant hereby submits the following amendments to the same:

10/06/2006 FMETEKI1 00000054 10058970

01 FC:2201 02 FC:2202 100.00 OP 900.00 OP

## AMENDMENT OF THE TITLE OF INVENTION:

Please amend the Title of Invention to read as follows:

--INTERNET-BASED METHOD OF AND SYSTEM FOR ENABLING MANUFACTURERS OF CONSUMER PRODUCTS AND/OR AUTHORIZED PARTIES TO MANAGE AND DELIVER CONSUMER PRODUCT MARKETING COMMUNICATIONS TO CONSUMERS AT POINTS OF PRESENCE ON THE WORLD WIDE WEB (WWW) USING MULTI-MODE MARKETING COMMUNICATION SUBSYSTEMS DRIVEN BY SERVER-SIDE COMPONENTS AND MANAGED BY MANUFACTURERS AND/OR AUTHORIZED PARTIES--